

REMARKS

Applicants have carefully reviewed the Office Action dated January 30, 2004. Claims 1-9 are pending in this application. Applicants have amended Claim 1 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

The Examiner has objected to Claim 1 because of minor informalities. Applicants have corrected these informalities by incorporating the Examiner's suggestions.

Claims 1-9 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Perkowski*. This rejection is respectfully traversed with respect to the amended claims.

As amended, the claims clarified that the visual indicia represents the re-direction or routing system that facilitates routing of a scanned in product code to a defined website, which website has the URL associated therewith stored in a relational database in association with the product code. Therefore, there is provided a manufacturer code, such as a barcode, and an associated visual representation indicating that scanning of this barcode into a computer will result in re-direction thereof. There is no association with the manufacturer's code or trademark in any form. As such, this merely provides a clear and defined indication of what type of system is to be utilized for this reader action or routing operation.

The *Perkowski* reference, as compared to Applicants' present inventive concept, merely provides a trademark logo associated with the barcode. There is no functional purpose that a user would make of the trademark or the visual indicia. The visual indicia in Applicants' present inventive concept, as defined by the amended claims, is directed toward providing information to the user as to what type of system must be utilized for the re-direction or routing. As such, Applicants believe that the *Perkowski* reference does not anticipate or obviate the Claims as set forth in the amendments hereto.

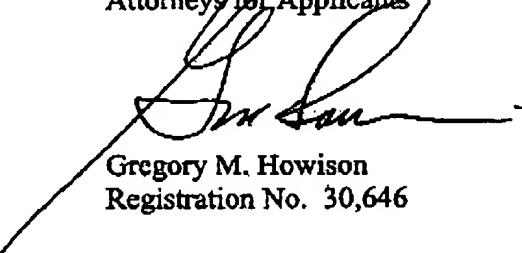
AMENDMENT AND RESPONSE

S/N 09/382,421

Atty. Dkt. No. PHLY-24,740

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,740 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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